

CLAIM LISTING

1. (currently amended): In a network-based system, a computer-implemented method comprising:

- presenting a page on a network site sponsored by a hosting entity;
- offering as part of the page an option to view user-specific data, wherein the user-specific data is located at a network site owned by a third party that is independent from the hosting entity;
- registering the particular user with the hosting entity;
- whereupon activation of the option on the hosting entity's page by a particular user of the hosting entity, linking to the third party's network site, wherein the linking comprises addressing a universal resource locator (URL) associated with the third party's network site and sending an identity of the hosting entity to the third party so that the third party may identify the hosting entity in a new page;
- enabling access to the third party's network site without registering the particular user with the third party; and
- presenting, to the particular user, the new page at the third party's network site that incorporates the user-specific data and that identifies the hosting entity.

2. (Canceled).

3. (Canceled).

4. (original): A computer-implemented method as recited in claim 1, further comprising supplying a return universal resource locator (URL) to the third party's network site for use in returning to the hosting entity's network site.

5. (original): A computer-implemented method as defined in Claim 1, wherein:

the page on the network site sponsored by the hosting entity identifies the hosting entity;

the linking to the third party's network site does not expose this transfer to the particular user; and

the presenting, to the particular user, the new page at the third party's network site also identifies the hosting entity without identifying a network address of the third party's network site.

6. (original): A computer-implemented method as recited in claim 1, further comprising displaying a logo of the hosting entity on the new page at the third party's network site.

7. (Canceled).

8. (Previously presented): A computer-implemented method as recited in claim 1, wherein the linking further comprises supplying, to the third party network site, page formatting information that is used by the third party network site to present the new page, the page formatting information enabling an appearance of the new page that resembles the page presented by the hosting entity's network site.

9. (Canceled).

10. (Previously presented): A computer-implemented method as recited in claim 1, wherein:

the linking further comprises sending a token identifying the particular user; and

using the token to locate the user-specific data for the particular user.

11. (original): A computer-implemented method as recited in claim 1, wherein presenting, to the particular user, the new page at the third party's network site that incorporates the user-specific data further comprises:

offering as part of the new page an option to activate an additional function selected from the group consisting of an embedded hyperlink, an executable code segment, and a pop-up dialog box; and

activating the additional function upon the activation of the option to activate the additional function.

12. (original): A computer-readable media comprising computer-executable instructions for performing the method as recited in claim 1.

13. (currently amended): In a network-based system, a computer-implemented method comprising:

presenting a page on a network site sponsored by a hosting entity to a particular user;

requiring the particular user to logon with the hosting entity's network site;

offering as part of the page an option to view user-specific data, wherein the user-specific data is located at a network site owned by a third party that is independent from the hosting entity;

whereupon activation of the option on the hosting entity's page by the particular user of the hosting entity, linking to the third party's network site, wherein the linking comprises supplying, to the third party network site, page formatting information to present a new page by the third party network, the page formatting information enabling an appearance of the new page that resembles the page presented by the hosting entity's network site;

enabling access to the third party's network site without logging on the particular user with the third party's network site; and

presenting, to the particular user, the new page at the third party's network site that incorporates the user-specific data and that has the appearance of the page presented by the hosting entity's network site.

14. (original): A computer-implemented method as defined in Claim 13, wherein:

the page on the network site sponsored by the hosting entity identifies the hosting entity;

the linking to the third party's network site does not expose this transfer to the particular user; and

the presenting, to the particular user, the new page at the third party's network site also identifies the hosting entity without identifying a network address of the third party's network site.

15. (original): A computer-implemented method as recited in claim 13, further comprising displaying a logo of the hosting entity on the new page at the third party's network site.

16. (Previously presented): A computer-implemented method as recited in claim 13, wherein the linking further comprises addressing a universal resource locator (URL) associated with the third party's network site and sending an identity of the hosting entity to the third party so that the third party may identify the hosting entity in the new page.

17. (Canceled).

18. (Canceled).

19. (Previously presented): A computer-implemented method as recited in claim 13, wherein:

the linking further comprises addressing a universal resource locator (URL) associated with the third party's network site and sending a token identifying the particular user; and

using the token to locate the user-specific data for the particular user.

20. (original): A computer-implemented method as recited in claim 13, wherein presenting, to the particular user, the new page at the third party's network site that incorporates the user-specific data further comprises:

offering as part of the new page an option to activate an additional function selected from the group consisting of an embedded hyperlink, an executable code segment, and a pop-up dialog box; and

activating the additional function upon the activation of the option to activate the additional function.

21. (original): A computer-readable media comprising computer-executable instructions for performing the method as recited in claim 13.

22. (Currently amended): In a network-based system, a computer-implemented method comprising:

presenting a page on a network site sponsored by a hosting entity;

enabling users to register with the hosting entity in order to access information on the network site;

offering as part of the page an option to view user-specific data wherein the user-specific data is located at a network site owned by a third party that is independent from the hosting entity; and

whereupon activation of the option on the hosting entity's page by a particular user of the hosting entity, linking to the third party's network site without requiring the particular user to first register with the third party and sending an identity of the hosting entity to the third party so that the third party may identify the hosting entity in a new page at the third party's network site and presenting the new page at the third party's network site that identifies the hosting entity.

23. (original): A computer-implemented method as recited in claim 22, wherein the new page does not identify a network address associated with the third party's network site.

24. (original): A computer-implemented method as recited in claim 22, wherein the presenting a new page at the third party's network site further comprises:

offering as part of the new page an option to activate an additional function selected from the group consisting of an embedded hyperlink, an executable code segment, and a pop-up dialog box; and

activating the additional function upon the activation of the option to activate the additional function.

25. – 46. (Canceled).

47. (Previously presented) A computer-implemented method comprising:

- receiving, at a third party network site:
 - an identifier which identifies a financial institution;
 - a branding indicia of the financial institution; and
 - a token that identifies a customer of the financial institution;
- retrieving data associated with the customer of the financial institution using the token;
- presenting a web page at the third party network site that is formatted, branded and styled to resemble a web page of the financial institution, using the identifier and the branding indicia of the financial institution; and
- displaying the data associated with the customer of the financial institution on the web page.

48. (Previously presented) A computer-implemented method as recited in claim 47, wherein the identifier which identifies a financial institution, the branding indicia, and the token are received from a network site of the financial institution.

49. (Previously presented) A computer-implemented method as recited in claim 48, further comprising supplying a return universal resource locator (URL) to the third party network site for use in linking to a network site of the financial institution.

50. (Previously presented): A computer-implemented method as defined in Claim 47, wherein the web page at the third party network site identifies the financial institution without identifying a network address of the third party network site.

51. (Previously presented): A computer-implemented method as recited in claim 47, further comprising displaying a logo of the financial institution on the web page at the third party network site.